

4. Strategic Actions

- 4.1 Continue to discuss creating a local historic district on S. 2nd St**
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The format for these recommendations are:

Introduction:

The Challenge:

What:

Where:

How:

When:

Who:

This chapter ties broader goals and strategies to specific actions.

It "drills down" to specific actions that would improve Walker's Point in a manner that fulfills the vision of the Area Plan and this Plan's process. Where the Plan's process has identified opportunities for improvement that are inconsistent with the Area Plan, they are noted so that the Area Plan can be amended.

The recommendations in this action plan are organized so that the reader can see what it would take to accomplish that action. the recommendations try, as much as possible

to state: what will be done, when, where, by whom, at what cost. While this information sometimes resembles a "program," like a capital improvements program, or the season schedule of an arts group's concerts or plays, the action plan does not represent the same level of commitment. Each action taken by a city department or agency outside of city government is subject to that organization's decision-making process and budget priorities.

The Plan's team sought to coordinate with various departments and agencies so that these recommendations can be realistic, if sometimes ambitious, steps toward realizing the vision of this Plan and the Area Plan.

4.1 Continue to discuss creating a local historic district on S. 2nd St

Introduction: Walker's Point currently has three national historic districts; the largest area is called the Walker's Point Historic District and is bounded by the Menomonee Canal, 3rd Street, Washington Ave. and I-43/I-94. The second area, called the S. 1st and 2nd St. Historic District, is centered on S. 2nd and W. Pittsburgh Sts. Both of these districts were established in 1987. The third district, established in 2008, named the Third and Florida Historic District, lies north and west of S. 3rd and W. Florida Sts. See Fig. __. Historic preservation projects in these national districts receive tax credits for eligible projects.

The Challenge: While national historic districts provide valuable incentives to restore historic properties, there is still no assurance to people investing in the district that the area will retain the historic qualities that attracted them initially. A local historic district differs from a national historic district in that it adds a regulatory requirement that projects must be certified as appropriate. This feature, while sometimes daunting at first, has been shown to lead to higher property values over time and avoids the crisis of historic blocks being redeveloped in a piecemeal fashion or becoming disjointed when buildings are removed for parking or other purposes.

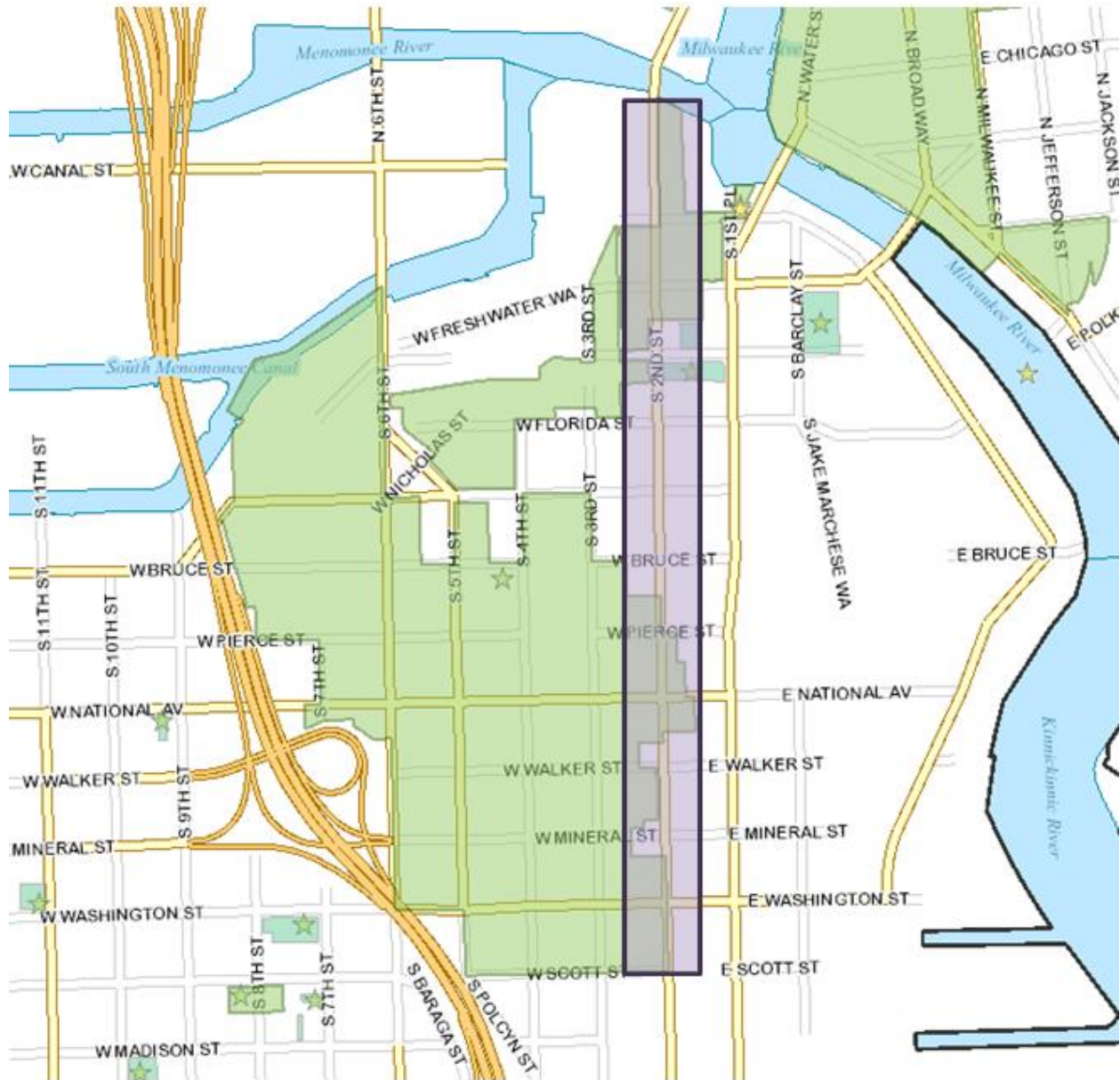
The neighborhood is considering adding a local historic district on S. 2nd St. that would connect the existing districts as well as protect remaining historical buildings on either side of S. 2nd St. between Scott and the River.

- What: Evaluate creating a local historic district.
- Where: On both sides of S. 2nd. St. from the Milwaukee River south to Scott St, just north of the main Rockwell buildings.

- How: "Any individual or group may nominate a building or place for designation as a Historic Structure, Historic Site, or Historic District. The Historic Preservation Commission reviews the applications and makes a recommendation to the Common Council that a structure or site should be declared "Historic." The Council then acts upon the Commission's recommendation. "
 - See <http://city.milwaukee.gov/hpc>
 - A Historic Designation Study Report with preservation guidelines is prepared for each individual district. An example for the Pabst Brewing Company District may be found at
 - <http://www.city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/hdpabst.pdf>
- When: 2015
- Who: 2nd St. property owners, alderman, City Historic Preservation Commission

Fig. __ Possible local historic district

- ★ Local historic sites
- ★ National historic sites
- Local historic districts
- National historic districts
- Possible local historic district



4.2 Evaluate forming a Business Improvement District (BID)

The Challenge: Walker's Point has several business districts and main streets that have needs that go beyond the resources of a single property owner or existing city programs. These services include marketing, events, litter maintenance, graffiti removal, landscaping, holiday lighting, and business recruitment and economic development. Capital improvements may include special streetscaping, lighting, and parking facilities. In many other commercial districts, these needs have been satisfied by forming a Business Improvement District (BID).

- What: Evaluate creating a local historic district.
- Where: On S. 5th St., S. 2nd St., and the S. 1st St. and Pittsburgh Ave. area.
- How: BIDs are created by legislative action after owners of a majority of the property valuation of an area seek to form a BID. The properties owners essentially tax themselves to funds services and capital improvements in an operating plan approved by the City. Steps to form a BID can be found in the "The BID handbook" available from Neighborhood and Business Development Team, (414) 286-8201 or emailing BIDs@milwaukee.gov.
- When: When there is sufficient interest in any of the local the business communities.
- Who: Walker's Point Association, property owners, alderman, city Neighborhood and Business Development Team

4.3 Consider changing land uses east of S. 1st St. and south of E. Florida St.

Introduction: Walker's Point currently has fairly extensive Industrial-Mixed zoning. This zoning district is particularly useful for older industrial areas with multi-story buildings that are transitioning to high quality urban neighborhoods. The historical buildings are no longer efficient for modern large scale manufacturing and their historical character and high ceilings are sought by those looking for the unique blend of spacious living in a high density dynamic urban neighborhood.

Challenge: In some cases, the goal is to retain the older businesses and attract new ones. In these cases, new residences overlooking industrial areas can lead to quality of live conflicts and impair the normal activities of business such as moving goods and materials by truck or rail, or operating machinery that makes some noise, or engaging

in various outdoor activities. In these cases, "mixed" is not helpful, and a more traditional approach to separating and buffering land uses may be appropriate.

What: In some locations, it may be desirable to draw a line between business districts and residential areas (even mixed use residential areas) for the benefit of both. In other cases land uses in the area are already changing. More importantly, it may be time to entirely re-imagine what this traditionally industrial waterfront area might be like in the future.

How: A subsequent planning effort should explicitly address potential land use conflicts and envision the area in more detail involving all stakeholders. The Harbor District Initiative planning process (<http://harbordistrict.org/>) now getting underway could undertake such a plan.

The rest of this action item is just provided for information. No recommendation is provided.

In Fig. __ both areas indicated with a "2" are Industrial-Mixed zoned areas that may work better as business-only districts or reconceived water fronts. Changing their land use would still allow areas for mixed-use and residential development to the north of Bruce St. along S. Water St and the Milwaukee River, an area that reflects condo development in the Third Ward directly across the river.

Area number 1 in the same figure is currently zoned Industrial-Heavy. Only one manufacturer is left. New uses are retail sales, entertainment, and office. The Near South Side encouraged these uses along S. 1st St.

Would residential development be stronger as part of the neighborhood west of S. 1st St.? Would businesses in the Industrial-Heavy area may benefit from not having residents next door overlooking their operations? Or are businesses changing so that that is no longer an issue? These are questions worth examining in more detail.

Existing conditions:

S. 1st St. is a principal arterial that can be somewhat of a barrier to pedestrians. It has several discrete segments as it runs south from the Milwaukee River, the northern edge of Walker's Point:

1. The Milwaukee River southward to E. Florida St.
2. E. Florida St. southward to National Ave.
3. National Ave. southward to Scott St.

4. Scott St. south to Maple St., except the northeast corner of Greenfield Ave.

The Milwaukee River southward to E. Florida St.

The segment is in the rapidly redeveloping end of Walker's Point. It's an area where industrial uses have been transitioning to housing and commercial uses, as permitted by Industrial-Mixed zoning.

E. Florida St. southward to E. National Ave.

The east side of this segment (Area #1 in Fig. __) has large deep lots that back up against the CP railroad. Except for the parcels along National Ave., these are currently zoned Industrial-Heavy. These parcels offer good opportunities for businesses that require a large floor plate and a high visibility location, such as large scale retail or office. The area is somewhat isolated for pedestrians by 1st St. and the CP railroad. (One large residential development is located on the north side of E. National Ave. now.)

A more detailed planning effort could consider a new planning district or overlay that permits businesses of all kinds, but excludes residential and heavy manufacturing -- like an Industrial-Mixed zone without residential.

National Ave. southward to Scott St.

This segment (Area #2 in Fig. __) is currently an Industrial-Mixed zone that backs up on an Industrial-Heavy zone to the east. It serves as a transition from S. 1st St. to the industrial uses to the east. Only a handful of residential units exist there now. Like the previous segment, residential development would be isolated between industry and a very busy 1st. St.

Same as Area #1, A more detailed planning effort could consider a new planning district or overlay that permits businesses of all kinds, but excludes residential and heavy manufacturing -- like an Industrial-Mixed zone without residential.

Scott St. south to Maple St., except the northeast corner of Greenfield Ave.

The segment east of S. 1st St. is in the Port Redevelopment's Plan Zone B and associated zoning overlay. It has a unique variation of Industrial-Office zoning. This Plan makes no recommendations about the Redevelopment Plan's overlay zone, except to note that the large vacant parcels northeast of S. 1st St. and Greenfield Ave. are currently under discussion for rezoning to accommodate a mix of grocery store, office and residential uses.

4.4 Reclaim S. 1st St.

Introduction: S. 1st St. is a principal arterial serving north-south travel within Walker's Point and connecting to Downtown to the north and Bay View and other City of Milwaukee communities to the south as well as southeast suburbs.

The Challenge: Motor vehicles travel at excessive speeds, far above the speed limit, causing crashes and impeding crossing pedestrian traffic. The street lacks the usual City of Milwaukee planting strip between the street curb and sidewalk resulting in an hard look. Many four-lane streets in Milwaukee are boulevards, that is, they have a planted median strip -- S. 1st St. does not. Lastly, there is a great deal of inconsistency between building types and uses along the street leading to a very disjointed appearance. Some buildings are built to the primary street property line, some are set a considerable distance back. Plain facade industrial buildings are mixed in with storefronts. There is a mix of underutilized landscaped and un-landscaped parking lots and storage lots that combine to give the street an uninviting and no planting strip along the street.

All of these factors combine to give the corridor (street and adjacent development) a largely uninviting, leftover appearance.

What: Improve the aesthetics and quality of development on S. 1st St.

How:

1. Fill in the missing teeth with buildings that meet high standards for being built to the primary street property line and have a high percentage of glazing. See Section 4.3 (east of S. 1st. St) and Sect 4.XX (guidelines overlay).
2. Landscape the private sides of the right-of-way with large vegetation and trees to visually narrow the street and encourage motorists to drive rationally. This recommendation is not for calming, which brings a whole other set of tools into play, but just to bring traffic speeds down from highway speeds to customary and regular urban arterial speeds.
3. Explore what else can be done to not "calm" traffic on 1st St., but rationalize it. Based on anecdotal evidence, S. 1st St. has a crash problem. What is the severity and nature of the problem.

Who: Landowners, Walker's Point Association, DPW,

When: Long term

Fig. __ Landscaping on the private side of the right-of-way transforms the street.



4.5 Continue establishing S. 2nd St. as a main street

Introduction: With the reconstruction of S. 2nd St., it has emerged as a destination in Milwaukee's bar and restaurant scene. New businesses have been attracted to the new vibrancy. S. 2nd St., because of its pedestrian orientation and central location, has the potential to unify Walker's Point as a community.

4.5.1 The Challenge: S. 2nd St. extends for 12 blocks from the Menomonee River to the northern edge of Rockwell Automation. On just about any block one can find an interesting and worthwhile place to eat or drink. But it's difficult to connect the dots. The stars don't quite form a constellation.

What: Use the roadmap in the "South Secondscape," Walker's Point's Artscaping Identity Plan to "bring the whole area together, celebrate unique neighborhood traits, and create inviting spaces that engage pedestrians. Note that the roadmap is a conceptual framework. Specifics would be worked out during a community process.

How:

1. Tie gateway markers to natural boundaries and significant built elements.
2. Create a main street environment for pedestrians through way-finding signage, street benches, planters, art work, and bicycle parking.
3. Assure that new buildings and rehabbed buildings reflect diverse and unique qualities of the population and economy. Don't homogenize the area.

4. Knit the area together by identifying and using gaps such as vacant lots and storefronts. Windows can be displays instead of dead spaces.
5. Connect with surrounding areas by means of creative way finding markers.
6. Manage the effort through partnerships.
7. Implement from the center-out. Locate initial investments in a central location and work outward organically.
8. Use light painting to feature texture and color, especially where dark gaps occur now.
9. Use durable materials.
10. Or conversely, employ changeable temporary installations to use the street as an art gallery and create a programmed public space.

Who: One idea is that a grant should be sought to hire an artist as project coordinator.

When: Depends on grant cycles and availability

Fig. __ Example of an urban pattern from "South Secondscape"



4.5.2 The Challenge: S. 2nd St. is a world apart from N. 2nd St. and N. Plankinton Ave. downtown, not by distance, but by the nature of the transportation system. The off ramp from I-794 to N. Plankinton Ave. downtown results in one-way traffic northbound. The sidewalk on the west side of Plankinton doesn't exist. Parcels along Plankinton are

vacant or used for trucking. The railroad doesn't maintain its right-of-way to urban standards.

What: Try to reconnect the regular urban grid between downtown and Walker's Point Downtown.

How:

1. Reconstruct the I-794 off-ramp serve both directions.
2. Make N. Plankinton Ave. a two-way street.
3. See Section 4.13 regarding removal of weeds.
4. There are a number of development gaps downtown along Plankinton and those should addressed by the Downtown Plan.

When: The freeway off ramp has been a problem for a long time. During the reconstruction representatives from Walker's Point lobbied unsuccessfully to have the off ramp serve both north and south. The likelihood of addressing this situation is not good. Regardless, it is a long term recommendation of this Plan to have the off-ramp serve both directions and have N. Plankinton be a two-way street.

Who: The Wisconsin Department of Transportation.

4.6 Discuss ways of retaining and preserving buildings other than a local historic district

Introduction: Ch. 3 laid out the case for what an asset the existing buildings of Walker's Point are. Section 4.1 "Continue to discuss creating a local historic district on S. 2nd St." described creating a local historic district for S. 2nd St. But what about areas outside of the S. 2nd St. corridor?

Challenge: Discouraging people from tearing down existing buildings.

What: There are two ways to prohibit people from tearing down buildings. Alternative 1 is to create more or larger local historic districts beyond S. 2nd St. Alt. 2 is to create an Architectural Review Board. Under either alternative, demolishing a building would require a certificate of appropriateness.

How: While the discussion is valuable for the community, at this point it seems overly aggressive to try to pursue either alternative.

When: Take up the question again at a future time.

4.6 Create an overlay district to require buildings that fit the pattern of Walker's Point

Introduction: Walker's Point has a lot of Industrial-Mixed zoning which has some general design standards.

Challenge: The design standards are not tailored to the high density mixed use areas of Walker's Point.

What: Create an overlay zone.

Where: In all Industrial-Mixed zones. See Fig. __ "Zoning" in Ch. 2.

How:

- New non-industrial buildings should be three stories, not just 30 feet.
- Front setbacks should be a maximum of 15 feet from the primary and secondary street frontage.

When: 2015

Who: City Dept. of Development, City Plan Commission

4.7 Change land uses on W. National Ave. between 1st and 3rd Sts.

Introduction: This segment of National Ave. is commercial and not industrial.

Challenge: There's no apparent reason why industrial uses should be allowed in this commercial area.

What: Change recommended land uses to those consistent with Local Business 2 zoning, a continuation of the zoning to the west.

When: 2015

Who: DCD, Planning Commission, Common Council

4.8 Improve the street and bike/ped route system

Introduction: Walker's Point has the potential to become one of the most walkable and bike-friendly neighborhoods in Milwaukee. It already has a great mix and concentration land uses: a lively food scene, highly acclaimed restaurants, coffee shops, craft brewers and distillers as well as bars, a great base of affordable housing, over 300 units

constructed in the last 12 years; and a large number of small and medium sized businesses providing workplaces.

New research from a George Washington University research group and LOCUS, a coalition of real estate investors that's part of Smart Growth America, found that rents for commercial space in "Walkable Urban Places" command a 74 percent premium over non-walkable areas in otherwise car-dependent suburbs.

<http://www.bdcnetwork.com/walkable-areas-lead-higher-rents-developers?eid=216307426&bid=891891>

The Challenge: Walker's Point can still read today as a drive-through neighborhood. While W. National Ave and S. 1st St. will continue to emphasize moving large numbers of motor vehicles efficiently, much is needed to round out the transportation system to create a cohesive community, where one might choose to spend one's life. Also, the lack of local circulation and the confusing nature of it tends to isolate pockets of development instead of creating a unified community.

These elements are discussed generally in Section 3.7, Emphasize "Sustainable Street Network Principles" and "Complete Streets," and specifically here. A wider range of transportation options should be created by filling in needed minor arterials, collector streets, and bike/ped routes.

Fig. __ shows recommendations for the street and bike/ped route improvements. Solid lines are existing facilities and dashed are proposed. The color coding refers to the City's functional classification system. Yellow is Interstate System, red is principal arterial, blue is minor arterial, and green is connector. Pink refers to bike routes on the City's bicycle map. Purple dashed lines are recommended bike/ped routes. Dashed green is a street upgraded to a connector. Dashed blue is a street upgraded to a minor arterial.

What:

4.8.1 Reconstruct 5th St. as a complete street as shown in Section 5.1 Incorporate bump outs and create space for privately provided planters and art, provide angle parking, discuss back in angle parking, and widen sidewalks. It is not clear that adding public planting strips and stormwater management is possible at this time. These changes will make the street more bikeable. A privately provided banner program is recommended, too. Improvements should seek to connect the north end to the street to W. Florid St.

4.8.2 Upgrade Florida St. to connector street all the way from the 5th and 6th Sts roundabout eastward to S. Water St. Florida St. is uniquely positioned to be the only east-west connector in Walker's Point north of National Ave. because it traverses the entire district. Improvements on W. Florida St. should connect to S. 5th St., reinforcing the urban grid of minor arterials and connectors providing transportation within the district. The design for W. Florida St. should include an appropriate bike route, street planting and stormwater management, a traffic signal at S. 1st St. It already is on the City's bike route map. Explore alternative street cross-sections when reconstructing the street.

4.8.3 East Florida St. should generally receive the same level of improvement as W. Florida St. as discussed in Section 5.2. E. Florida St. has room for bike lanes and a multi-use public space on the unique lands on the former street right-of-way just north of the E. Florida St.

4.8.4 Upgrade Freshwater Way to a connector street. Many improvements on this street are already underway.

4.8.5 Upgrade W. Pittsburgh Ave. between S. 2nd and S. 3rd Sts. to a minor arterial for system continuity. Look for ways of suggesting the importance of this street visually including improving the aesthetics of the Railroad overpass.

4.8.4 Create a bike/ped route system by means of several projects.

1. Add a bike ped bridge across the South Menomonee Canal between the Reed St. Yards in Walker's Point and the Harley Davidson Museum in the Menomonee River Valley. Who: Harley Davidson and the Menomonee Valley Partners.
2. Improve the bike/ped route on Seeboth St. from the South Menomonee Canal east to S. 1st St, then north to the Milwaukee river.
3. Extend the Riverwalk from E. Pittsburgh Ave. southeast to E. Bruce St. A first stage is E. Pittsburgh Ave. to E. Florida St. A second stage is E. Florida St. to E. Bruce St.
4. If the UP railroad line extending from E. Washington St. to Elementis on the northeast corner of E. Bruce St. and S. Water St and the Milwaukee River at E. Florida St. is abandoned, connect the off-road bikeway heading south of E. Washington to the Milwaukee River at E. Florida St.
5. Add a bike route from the previous item along E. Bruce St. to the Milwaukee River.

6. Provide bike/ped access on the public rights-of-way connecting S. Water St. to the Milwaukee River between E. Pittsburgh Ave. and E. Florida St.
7. Examine the feasibility of extending the river walk from the Metropolitan Milwaukee Sewage District's Riverwalk east to the riverwalk east of S. 1st St. Granted there are three bridges over the Milwaukee River in this stretch which create barriers, but it would make a nice engineering challenge.
8. Add a transit stop on S. 1st at Florida St. that provides a transit shelter, a landmark of sorts, and traveler information.
9. Extend the downtown street car via Pittsburgh Ave. and S. 2nd St.

Who: Streets and bikeways are the responsibility of DPW. The Riverwalk is a collaboration of DCD and affected property owners.

When: Street improvements are generally timed with periodic resurfacing or reconstruction.

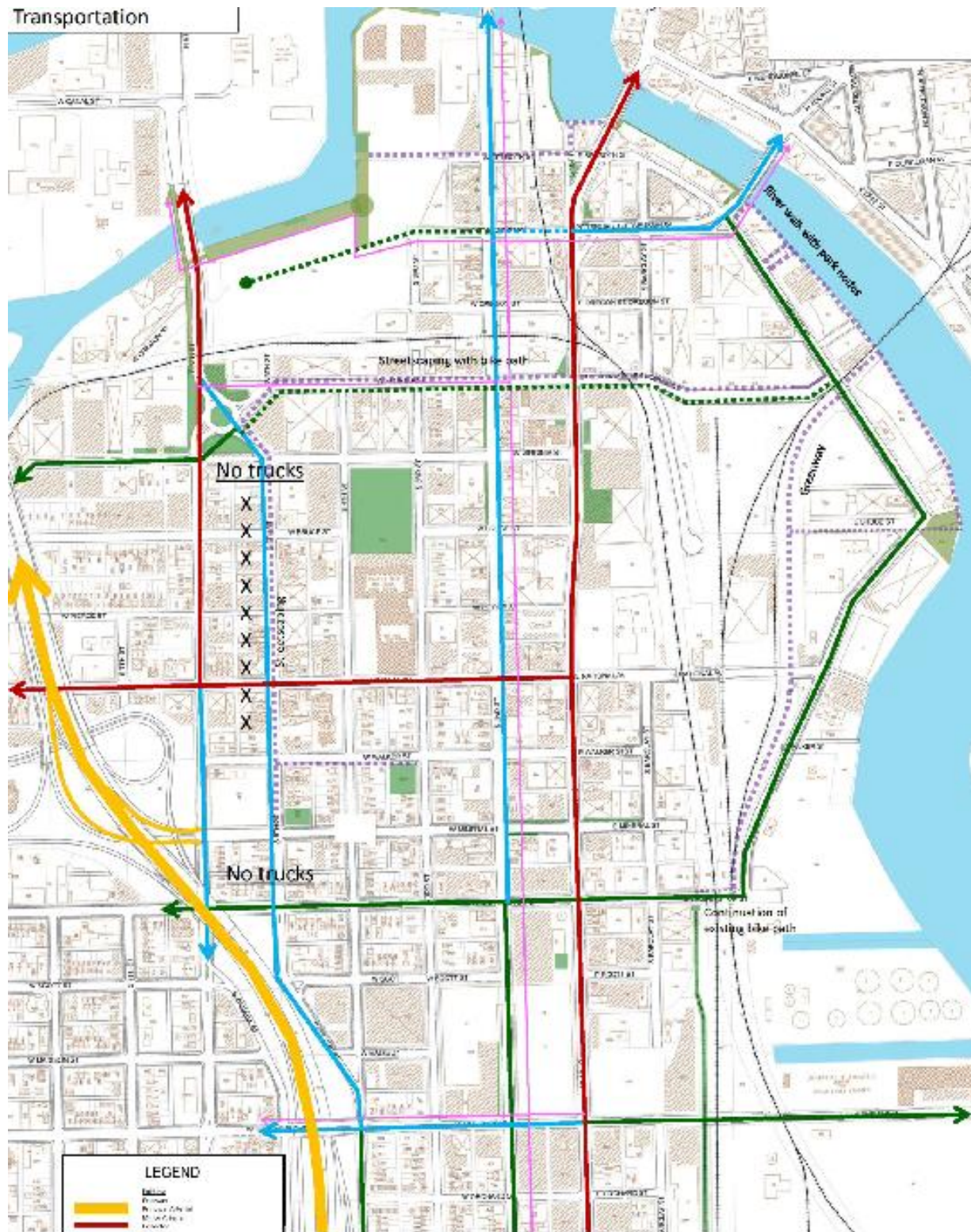
Fig. __ Live, real time, traveler information kiosk at a public transit stop.



4.8.5 Section 3.7 called for providing space for a Bikeshare station in 2014 and for Zipcars, expected in 2015. Public street parking cannot be reserved for Zipcars per state law.

4.8.6 Parking is discussed in Section 5.3.

Fig. __ Street and bike/ped recommendations



4.9 Utilize multiple approaches for providing and improving greenspaces and greenways

Introduction: Public green space and greenways come in many forms, some of which aren't even very green: parks, vest pocket parks, trails, waterfronts and riverwalks, even well landscaped streets. They contribute to the community in just as many ways: aesthetic (visual access), natural (access to the natural environment), physical (exercise areas), social (places to meet), public (just a place to go that's free), mobility (bike/ped trails), economic (making surrounding privately owned land more valuable) and combinations of these (for example, buying or renting a residence where one can bike to work along a beautiful trail while getting some exercise and experiencing nature.)

The Challenge: Walker's Point has no large greenspaces and few small ones despite its dramatic location along all three of Milwaukee's rivers. Participants said they would like more greenspace, but the area is intensely developed.

Fig. ___ shows existing and recommended greenspace and greenways. Green represents public and some contributing private greenspaces. Purple is recommended improvements or additions.

What: The transportation recommendations in sub-section 4.8.4 above apply to greenspace because bike/ped ways and riverwalks have both transportation and greenspace aspects. In addition to these, the Plan recommends

4.9.1 Creating a major new greenspace at 317 E. National Ave. on land currently owned by the Redevelopment Authority of the City of Milwaukee. Part of the greenspace should be reserved for a dog park.

4.9.2 Incorporate Palfi Park into the Creative Corridor / Corredor Creativo project in Section 5.1

4.9.3 Improve the boat launch at the end of E. Bruce St. to take advantage of the great perspective of the mouth of the Milwaukee River and the Hoan Bridge.

4.9.4 Improve new stretches of riverwalk with additional greenspace and natural stormwater treatment.

4.9.5 If the Union Pacific Railroad described in sub-section 4.8.4 is abandoned, use it to create a green buffer between industrial uses to the west and future uses to the east.

4.9.5 Create a multi-use plaza on E. Florida as described in Section 5.2

4.9.6. Seek opportunities to incorporate green roofs, pocket parks, playground and dog parks, in and near new developments.

Fig. __ Greenspace and greenways

4.10 Summary of School of Freshwater Sciences and Greenfield Ave. efforts

XYZ Update.

4.11 Create an Innovation district

Introduction: As noted earlier in this Plan, Walker's Point has a strong tradition of entrepreneurialism. An Innovation District can empower that tradition.

The Challenge: Entrepreneurs face a lot of daunting challenges in starting new companies. They often lack fiscal capital. They don't have physical facilities or quickly outgrow them. Because they are not part of a larger organization it's challenging to share information technology and experience. Entrepreneurs benefit from a climate of innovation and collaboration and ties to academic and research organizations.

What:

The Innovation District, as an Initiative, is being pursued under the rubric of Creative Placemaking with the intention to strengthen pre-existing neighborhood fabric. The initiative will include temporary projects, programs, and installations with the intent of raising awareness of and influencing the long term built investments.

A campus providing a wide spectrum of uses and provide amenities in support of a startup/accelerator/academic hub of creative space, services, and educational programming. Entrepreneurs can graduate from start-up mode to accelerator status, then move into space for a more established business launch within the same complex and neighborhood. Small businesses and creative agencies, independent and project-based workers, corporate anchors and public institutions that have a stake in fostering a robust innovation economy in Milwaukee can collaborate and "collide" within the same space.

Where:

The Walker's Point Innovation District is located on 93 acres in the geographic area roughly bounded on the west by the Global Water Center and Reed Street Yards, on the east by the Milwaukee River, on the south by East Florida Street and Bruce Street, and on the north by the Milwaukee River and Burnham Canal.

One of the properties that is being studied as a major catalytic project is Mandel Group's Wisconsin Cold Storage campus, located on 3+ acres at the intersection of East Florida Street and South Water Street. The existing improvements, totaling about 200,000 SF, consist of six contiguous buildings at 322-344 E. Florida Street, all built between 1889 and 1928. In addition to adaptive reuse of the older structures, HGA Architects and Engineers has prepared a master plan indicating new construction in the form of multifamily residential (south side of Florida Street) and restaurant / retail / commercial (triangular building located at the intersection).

How:

4.11.1 Create a favorable economic environment which incentivizes Milwaukee's entrepreneurial, creative, and independent worker community to locate, live, and do business within the Innovation District. An important component of this initiative is to attract anchor institutions that are so vital to the success rate of start-up and creative business success. Seen as a "layering" rather than supplanting effort, the Innovation District strives to develop and maintain a diversity of housing options and affordable commercial space. The traditional concept of public/private partnerships will expand to include institutional, academic and corporate parties to bring to fruition the full programming and activity locus which characterizes successful efforts in other urban markets.

4.11.2 Create a vision for future real estate development, city planning and infrastructure investment, and technology infrastructure investment for the Innovation District that maximizes design excellence and experimentation, connectivity, and accessibility through a collaborative planning process. This entails asset mapping real estate, business, demographic, and cultural assets of the neighborhood and forecasting future demands. while working transparently and in partnership with

Who: Wisconsin cold Storage Place Making Initiative, Mandel Group, property owners, and interested real estate developers.

When: Ongoing

4.12 Improve railroad bridge aesthetics

Introduction: Improving

The Challenge: Railroads are part of the fabric of Walker's Point. In some cases they are old, maintained to a utility level rather than a main street aesthetic, and be dark, drippy, and narrow the driving and walking lanes. These conditions can create barriers that break up a neighborhood and impede local commerce.

Phase 1

What: Use lighting to brighten the area under bridges
Where: S. 1st St. between Oregon St. and Florida St.
Who: Walker's Point Association, DPW, Canadian Pacific Railroad
When: Current project



Phase 2

What: Design unique solutions to improve the aesthetics and function of these railroad bridges

How: Each bridge will require a unique approach to identify what is needed, what kind of lighting or other aesthetic improvements would work, and what resources are available such as sources of electricity and safety and operational concerns of the railroad.

Where and When:

- Pittsburgh Ave. between 1st and 2nd Sts., year 2015
- 2nd St. between Oregon St. and Florida St., year 2016

- Florida St. between 1st St. and Barclay St., when E. Florida St begins to redevelop.

Who: Walker's Point Association, DPW, railroads

4.13 Take full advantage of especially noteworthy site development opportunities

Introduction: Many buildings in Walker's Point are available for exciting rehabilitation and adaptive reuse opportunities, but some just jump out as worthy of special note.

Challenge: Optimize the quality of these special sites.

What and where:

4.13.1 The southeast corner of S. 1st St. and Pittsburgh Ave. is a landmark location in the heart of Walker's Point. Actually the entire block is important. A strong building would define this large intersection as a central node in Walker's Point. Development proposals for this site are already under discussion. The Plan supports building as much intensity as possible on the site with special emphasis on holding the corner.

Fig. __ Aerial and rendering.





4.13.2 The entire block northwest S. 2nd St. and Freshwater Way is huge opportunity as the gateway to Reed St. Yards. One building has been rehabbed on this block for mixed use. The building at 222 W. Freshwater Way is currently being analyzed for a mixed-use adaptive reuse. The smaller wood frame buildings on this block, although probably somebody's favorite bar are not unique to Walker's Point. The Plan supports new reuses of the masonry buildings on the block. Ideally, future developments would rebuild the street wall on 2nd St. and include structured parking.

Fig. __ The northwest corner of S. 2nd St. and Freshwater Way



4.13.3 The parcel at 822 S. 2nd St. has been an unproductive gap on an otherwise lively street for a long time. The plan recommends redeveloping this parcel or

using it to support reuse of surrounding buildings. Surface parking is a permitted use midblock according to the current zoning. A larger than permitted lot could be an asset to the street if the parking were shared and nicely landscaped.

Fig. __ The vacant parcel at 822 S. 2nd St.



4.14 Eliminate weeds

Introduction: Walker's Point has a strong industrial legacy. Manufacturers, warehouses, and wholesalers are typically more concerned with economics than aesthetics. They are industries that typically don't depend on customers getting a good impression if and when they come to the front door. Furthermore, some older businesses are in the declining part of their lifecycle. There is a disincentive to investing in a business late in its life cycle.

The Challenge: Unfortunately, this can and occasionally does create a neglected and unsafe feeling for new residents, customers of new retail and hospitality businesses, or those considering investing in neighboring properties.

What: Create a weed elimination program.

Where: 1. S. 1st St. south of Florida St.

2. S. 2nd St. near the Milwaukee River

3. The 5th / 6th Sts. and National Avenue area
4. Railroad right-of-way near cross streets such as the Canadian Pacific north of Oregon St.

When: 2015 and repeated as needed

Who: City Department of Neighborhood Services (DNS), property owners, Walker's Point Association

How: Plan the best way to do this. File complaints with DNS. Contact landowners. Hire a crew. Do guerrilla landscaping with a spray bottle of vinegar.

Fig. __ Weedy landscapes



4.15 Maintain building facades and display window

Introduction: Redevelopment occurs one parcel at a time. As described under the weed elimination program, properties can be in very different stages of their life cycles or used for very different purposes.

The Challenge: For the sake of the continued and orderly redevelopment of the district, and to safe guard investments, every property needs to be held to basic safety and aesthetic standards.

What: Keep building facades and display windows up to minimum standards or reuse them as clever platforms for public art. In some cases a facade grant might help.

How: 1. "A City Wide Facade Grant may be awarded 50% of project costs up to \$5,000 per street-facing storefront." -- <http://city.milwaukee.gov/Facade>
2. Consider creating a special area facade grant program such as the one for Downtown properties, located within BID #21, which are eligible for 30% of project costs up to \$50,000.)
3. Any projects totaling less than \$2,000 are not eligible for either program.

Where:

1. 415 S. 2nd St.
2. 153 S. 1st St.
3. Various properties on S. 5th St.
4. S. 6th St.

When: 2015 and repeated as needed

Who: City Facade Improvement program, Walker's Point Association, property owners

Fig. __ Windows are the eyes to the soul



XYZ Additional topics
